

Package Options

	Gold	Platinum	Diamond
Partnership Ads Commitment	IDR 85 Mio	IDR 165 Mio	IDR 325 Mio
Ads Duration	Up to 60 Days		
Content Subsidy*	18 contents 1 Super Mega (>5M Subs) 2 Mega (1M-5M Subs) 3 Macro (100K-900K Subs) 12 Micro (10K-99K Subs)	40 contents 1 Super Mega (>5M Subs) 2 Mega (1M-5M Subs) 10 Macro (100K-900K Subs) 27 Micro (10K-99K Subs)	90 contents 3 Super Mega (>5M Subs) 3 Mega (1M-5M Subs) 12 Macro (100K-900K Subs) 72 Micro (10K-99K Subs)
Campaign Type	Video Reach Campaign, Video View Campaign, Demand Gen, (NEW, limited beta) Commerce Media Network (CMN)**		

All packages are eligible for **Brand Lift Survey & Search Lift**, for ad spend at minimum **\$5000 (IDR 85 Mio)** across **10 days**

*) Package could be customized based on brief

**) CMN enables you to run PMAx and Demand Gen campaigns which could be directed to Shopee Official Store with Shopee Purchase as campaign goal. This new campaign will be allowlisted at first come first serve basis.

Brief & Guidelines

Company/Brand Overview	Describe your brand/product in general Bibit is Indonesia's leading wealth management app offering Mutual Funds (Reksa Dana), Government Bonds (Obligasi Negara), and Stocks (Saham). With over 5 million users, Bibit aims to help Indonesians invest easily and grow their wealth with peace of mind.
Campaign Objective	Describe campaign objective in general, i.e. - What are the specific product/brand you'd like to sell - What are the objectives and/or key messages ● Objective: Drive the audience's intention to invest in Bibit → to grow their wealth with peace of mind for the long term ● Key Message: Grow your wealth with peace of mind for the long term in Bibit ○ [ID Version] Buat uangmu berkembang dalam jangka panjang lewat investasi dengan tenang di Bibit ● Product Focused: Reksa Dana Obligasi ○ Reksa Dana Obligasi

	■ Long-term investment (2 - above 5 years) ■ Historical return up to 39% in 5 years ■ Tax-free [ID Version] ○ Reksa Dana Obligasi ■ Cocok untuk jangka panjang (2 tahun - lebih dari 5 tahun) ■ Return historis 39% dalam 5 tahun terakhir ■ Bebas pajak
Call To Action	What do you expect from your audience from seeing this content (e.g. visiting a store, doing a purchase on a marketplace, etc.) [ID Version] Kembangkan uangmu dengan tenang lewat investasi Reksa Dana di Bibit
Promotions (if any)	Mentions if you'd like to mentioning specific promotions such as discount, cashback, etc. which needs to be in the content
# of Contents Expected/Creat or quantity	Mentions how many contents brand is expecting from this single deal Also mention if you're expecting specific subscribers tiering: % creators <10K subscribers % creators 10K-100K subscribers % creators 100K-1M subscribers % creators >1M subscribers 18 contents 1 Super Mega (>5M Subs) 2 Mega (1M-5M Subs) 3 Macro (100K-900K Subs) 12 Micro (10K-99K Subs) Knowing that we chose the Gold Package (1 Super Mega, 2 Mega, 3 Macro, 12 Micro). Since we are not choosing Super Mega KOL, we have adjusted our KOL category selection below: ● 3 Mega KOL with 1 video deliverable / KOL ● 10 Macro KOL with 1 video deliverable / KOL ● 4 Micro KOL with 1 video deliverable / KOL
Creator Reference & Why	[Sample] https://www.youtube.com/@MolitaLin due to her eloquence in reviewing make up products

	Why: We choose Mega & Macro KOL with familiar faces in Finance, Business & Self Development categories Mega KOL Option: • Samuel Christ (Mega KOL - 3,34M Subs) - Finance Content Creator • Helmy Yahya (Mega KOL - 2,32M Subs) - Self Development • Gita Wirjawan (Mega KOL - 1,09 M Subs) - Self Development • Diera Nathania (Mega KOL - 1,09M Subs) - Lifestyle Content Creator Macro KOL Option: • Leon Hartono (Macro KOL - 718K Subs) - Finance • Pak Win Asahpolapikir (Macro KOL - 605K Subs) - Business • Irwan Prasetyo (Macro KOL - 372K Subs) - Self Development • Theo Derrick (Macro KOL - 271K Subs) - Finance • Eva Alicia (Macro KOL - 182K Subs) - Self Development • Kels Patricia (Macro KOL - 125K Subs) - Self Development • Jason Nathanel (Macro KOL - 117K Subs) - Finance Micro KOL Option: • Wirilet (Micro KOL - 22,6K Subs) - Self Development • Evelyn Trivena (Micro KOL - 87,3K Subs) - Self Development • Pandeka Perkasa (Micro KOL - 87,3K Subs) - Finance • Cindy Armendya (Micro KOL - 35,5K Subs) - Home & Lifestyle
Viewers Demography	Mentions audience demography and/or specific interest niche (if any) • Demography: Male/Female, above 30 years old • Minimum income: >IDR 10 mio / month • Interest Niche: Finance, Business, Self-Development, Home & Lifestyle
Expected Storyline	[Structure Sample] 1. Creator Opening Line 2. Showcase product & usage in the first 5s 3. Talk about product benefit 4. Mentions CTA Structure 1. Background • Amidst the get-rich-quick echoes, it's okay to grow your wealth sensibly and with peace of mind in Bibit

	○ Example: Banyak orang berinvestasi hanya berfokus mengejar return tinggi dan ingin cepat kaya. Padahal, dalam berinvestasi, bukan hanya return yang penting, tapi juga ketenangan pikiran. Mulai investasi di Bibit untuk kembangkan uangmu dengan tenang dan bertumbuh dalam jangka panjang. 2. Product Reco: with Reksa Dana Obligasi in Bibit, you can grow your wealth with peace of mind for the long term ● Untuk investasi jangka menengah hingga panjang, aku pilih berinvestasi ke Reksa Dana Obligasi di Bibit, 3. Product Benefit: Reksa Dana Obligasi di Bibit ● Good for long-term investment (2 - above 5 years) ● Historical return up to 39% in 5 years ● Tax-free ○ Example: Return historisnya capai 39% dalam 5 tahun terakhir. Cocok untuk investasi jangka panjang. Bebas pajak, jadi return yang kita terima udah net. ○ Reksa Danadi Bibit juga bisa dicairkan kapan saja, tanpa penalty. 4. CTA: ● Example: Jadi yuk kembangkan uangmu dengan tenang lewat investasi Reksa Dana Pasar Uang di Bibit	
Deadline	Any hard deadline on launching this content? (i.e. if brands expect the contents to be available at specific date)	
Do's & Don'ts	Do's: ✓ Use influencer-style content ✓ Keep the direction positive and natural ✓ Make the hook as engaging, natural, and authentic ✓ Mention "Bibit" within the first 10 seconds. This can be through UI, text or VO.	Dont's: ✗ Does not mention/imply/provide images that violate moral norms or symbolize SARA elements. ✗ Use clothing and text in the competitor's brand color of purple, blue, or any of their derivatives.

	✔ Show the Bibit UI to make it look trustworthy/believable. ✔ Wear decent clothing with the color scheme of the Bibit logo, which is green.	
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